

What is claimed is:

1. An electrocoat material comprising bismuth
5 compounds, further comprising

(A) at least one self-crosslinking and/or externally
crosslinking binder containing (potentially) cationic
or anionic groups and reactive functional groups which
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(i) with themselves or with complementary
reactive functional groups in the self-
crosslinking binder, or

15 (ii) in the case of the externally crosslinking
binder, with complementary reactive
functional groups present in crosslinking
agents (B)

20 are able to undergo thermal crosslinking reactions,

(B) if desired, at least one crosslinking agent
comprising the complementary reactive functional
groups, and
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(C) bismuth subsalicylate of empirical formula $C_7H_5O_4Bi$.

2. The material as claimed in claim 1, wherein the bismuth subsalicylate (C) is water-insoluble and/or pulverulent.

5 3. The material as claimed in either of claims 1 or 2, wherein the bismuth subsalicylate (C) has a bismuth content of from 56.5 to 60% by weight.

4. The material as claimed in any of claims 1 to 3,
10 comprising, based on its solids, from 0.05 to 5% by weight of bismuth subsalicylate (C).

5. The material as claimed in any of claims 1 to 4,
wherein the binder (A) contains (potentially) cationic
15 groups.

6. The material as claimed in any of claims 1 to 5,
wherein the reactive functional groups are hydroxyl
groups.

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7. The material as claimed in any of claims 1 to 6,
wherein the complementary reactive functional groups
are blocked isocyanate groups.

25 8. The material as claimed in any of claims 1 to 7,
wherein the crosslinking agents (B) are blocked
polyisocyanates.

9. The material as claimed in any of claims 1 to 8, comprising at least one additive (D).

5 10. The material as claimed in claim 9, wherein the additive (D) is a pigment.

11. The material as claimed in claim 10, wherein the pigments (D) are selected from the group consisting of
10 color pigments, effect pigments, electrically conductive pigments, magnetically shielding pigments, fluorescent pigments, extender pigments, and anticorrosion pigments, organic and inorganic.

15 12. The use of an electrocoat material as claimed in any of claims 1 to 11 for producing electrocoats and/or multicoat paint systems by wet-on-wet techniques.